



Option 3 Quarter 4  
Quarterly Technical Progress Report  
DRD NO.: 1140MA-003

10 April 2011



**Schafer**

360D Quality Circle, Suite 450  
Huntsville, AL 35806

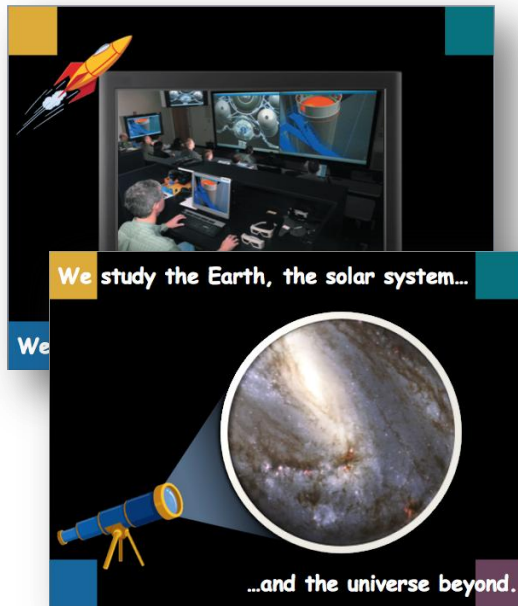
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## Section 1. Significant Accomplishments

# Center Overview for Youth (COFY) Project

The COFY project is a campaign designed to share key messages about Marshall with students through a “kid-friendly” PowerPoint presentation, handouts and a public Web page.



Youth version of the center overview PowerPoint



Foldable handout



Learning Launch pad public Web page

# Comm Corner Updates – Speakers Bureau Page

Updated the **Speakers Bureau** page on **Comm Corner** to include a toolkit for speakers who make classroom visits. The speakers bureau toolkit, part of the Center Overview for Youth (COFY) project, equips speakers with Marshall-specific resources geared toward a younger audience.

The screenshot shows the 'Speakers Bureau' page on the Comm Corner website. The page has a blue header with navigation links: 'Comm Corner Home', 'OSAC Home', 'Speakers Bureau', 'Contact Us', and 'Take a virtual tour of Comm Corner'. A left sidebar contains green buttons for 'Strat Comm & Planning', 'Comm Materials', 'CMR Comm Material Review', 'Collaboration Station', and 'Comm Links & Tips'. The main content area is divided into three sections: 'Speakers Bureau' (describing the service and listing resources like the NASA Education Rocketry website and Pictorial Guide of Rocket History), 'Toolkit' (with a 'Building Better Rockets' graphic and a list of activities like 'Real World: Environmental Control on the International Space Station'), and 'MSFC Comm Vehicles' (listing internal and external communication resources). The bottom section is titled 'Living and Working in Space' and lists various activities and resources related to the International Space Station.

**What's New e-mails –  
January, February,  
March, 2011**

A collage of three 'What's New' email newsletters from the Comm Corner website. The newsletters feature a blue header with the 'Comm Corner' logo and a 'What's New?' banner. The content includes various news items, links, and images. Key headlines include '2010 NASA Year in Review', 'Access explornet to Marshall Communications Materials', 'Awesome new search database', 'NASA hosting 'Tweetups' to spread the word about its missions', and 'Computers get in touch with your emotions'. The newsletters are dated January, February, and March 2011.



# Center Overview Updates

Updated **Center Overview PPT** slides with Marshall's new directions for 2012

## New Directions

### President's proposed NASA FY2012 budget includes new directions for Marshall

- Heavy Lift Space Launch System
- Extend the ISS to at least 2020
- Space Technology Demonstration Program
- Centennial Challenges Program



**Marshall's future will include a new space launch system, continued work on the ISS, and technology development.**

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## Additional Information

**Tuesday, February 2, 9:00 a.m. CST**

- Administrator Bolden, Dr. John Holdren, Assistant to the President for Science and Technology and Director of the White House Office of Science and Technology Policy, will discuss proposed future plans for NASA at the National Press Club.
- NASA Television and the agency's Web site will carry the briefing live.




Developed **new set of all-hands charts** that are optimized for viewing in Morris Auditorium

# Stakeholder Biography Binder


Helped the Strategic Research and Analysis Team produce a **stakeholder biography binder** as a resource for Marshall direct reports

## Marshall Space Flight Center Stakeholder Biographies February 2011

OSAC  
Prepared by the Office of Strategic Analysis & Communication



### Stakeholder Bio: Lori Garver



**Key Facts:**

- Confirmed on 7/15/2009
- President of Capital Space, LLC
- Advisor on space policy to President Obama during the campaign and led an agency review team for NASA during the transition
- Garver has also served as a lead space policy advisor for the Hillary Clinton and John Kerry campaigns for president
- She is a past Executive Director of the National Space Society, a non-profit space organization based in Washington, DC

**NASA Associate Administrator**  
Official NASA Biography: [http://www.nasa.gov/about/highlights/garver\\_bio.html](http://www.nasa.gov/about/highlights/garver_bio.html)

**Education**

- BA in Political Science and Economics from Colorado College (1983)
- MA in Science, Technology, and Public Policy from the George Washington University (1989)

**Professional Background**

- She is a past Executive Director of the National Space Society, a non-profit space organization based in Washington, DC
- Lori Garver is currently the President of Capital Space, LLC. For the past 25 years, Garver has been a leader in the aerospace community, working in senior roles in the non-profit, government and commercial sectors, including serving a Vice President of DFI International and as NASA's Associate Administrator of Policy.

**Other Space Industry Ties**

- After serving as a NASA associate administrator for policy and plans during the Clinton administration, Garver became a senior advisor for space at Avacost Group, a strategy and management consulting firm in DC.
- She has consulted for numerous contractors seeking NASA business.
- Garver's husband, David Brandt, works for Lockheed Martin Space Exploration where he works on education and management activities associated with the company's Center for Space Exploration, a demonstration and exhibit facility located in Arlington, Va.

**NASA Experience**

- Part of President Obama's NASA Transition Team
- From 1998 to 2001, she was Associate Administrator of NASA's Office of Policy and Plans. Reporting directly to the NASA Administrator, she oversaw the analysis, development, and integration of NASA policies and long-range plans, the NASA Strategic Management System, the NASA Advisory Council, and the History Division. Ms. Garver served as a primary spokesperson for NASA.
- Prior to this appointment, Ms. Garver served as a Senior Policy Analyst for the Office of Policy and Plans, and Special Assistant to the Administrator.

July 19, 2009

**Quotes from Confirmation Hearing**

- The last eight years of my career have been spent working in a commercial sector with aerospace industry, and this experience has taught me that the incredible talent and dedication of the workforce not only resides in NASA, but also within private industry.
- Human space flight is a symbol of U.S. leadership and technological achievement. I believe we can and should do more to share this amazing chapter of space exploration with the public.
- Investment in NASA has led to new industries entirely independent from government funding that have contributed greatly to the U.S. economy over the past half century. One of the most visible of these successful industries is aeronautics. NASA research has contributed much to this global industry, and I believe we can and should do more.
- Frankly I don't think NASA does a very good job of explaining to the public, and perhaps even to the Senate Commerce Committee those kinds of things that we do that have helped benefit our economic underpinnings, obviously aeronautics, Mission to Planet Earth, the Earth sciences that we've done. We would not know where our environment was and we need to do more in those areas.
- It's also about what we've done cooperating internationally. If we look at the space station right now, it is one of the pinnacle cooperative efforts we've had with the Russians, not to mention our other partners. And I believe Charlie [Charles Bolden] and I are interested in exploring those partnerships, exploring commercial development that helps our own economy, and doing those things that are more relevant to the American taxpayer.

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## CSD|NEWS

### **Center Strategic Development News**

- Created and distributed six issues from Jan. 3 through March 31
- Received good feedback:  
“quality product”  
“pleased with polish”

*Center Strategic Development News*  
March 22, 2011

CSD News is a bi-weekly communication developed by the Business Planning and Integration Office (CS10) in Marshall's Office of Strategic Analysis and Communications (OSAC).

#### **Office of the Chief Technologist (OCT) Updates**

- Planning continues for the Center's responses to the three OCT Space Technology Program Broad Agency Announcements (BAAs). Points-of-contact (POCs) for each solicitation have been established to handle tracking of submissions from Marshall for these opportunities. [Don Frazier](#) (ED10) is the coordinator of the POCs. The Center is scaling its level of integration over the responses based on the size of the opportunities and the magnitude of Center commitments (TDM receiving the most oversight, NIAC the least). The intent is to provide "right-sized" insight, coordination, alignment, risk management and quality control, without being overly burdensome on proposers or stifling innovation.
  - The MSFC POC for Technology Demonstration Mission (TDM) proposals is [Dwight England](#) (EV43). The coordinator for proposals involving the Space Systems Department is [Billy Lightsey](#) (ES12). A review of potential proposals by Center strategy-guiding managers is being held Wednesday, March 23 from 2:00 p.m. to 4:00 p.m. in 4200/900. More information can be found [here](#).

## January - March 2011 Safety Stats

- No lost-time injuries
- No recordable injuries
- No close calls
- Completed 100% of required safety visits
- Completed 100% of required safety briefings



## Cumulative since contract start date (4/1/2007)

- No lost-time injuries
- One recordable injury
- Two close calls

**Cumulative work hours with no lost time since 4/01/2007:  
394,006.15**



## ***Executive Communications Support***

# Executive Communications Support

## Key Executive Communications, Supporting Robert Lightfoot, Gene Goldman, Robin Henderson, and Other Executives

### ***Center Director, Robert Lightfoot***

- March Director's Corner, spring progress
- ExecConnect meeting talking points
- Discovery's last launch employee e-mail
- National Space Club Leadership luncheon
- March 4 CR extension e-mail to employees
- March 18 CR extension e-mail to employees
- Welcome for new astronaut class
- Day of Remembrance products
- 2012 budget rollout talking points
- POI 10<sup>th</sup> anniversary remarks
- South Baldwin Chamber luncheon
- POIC anniversary Launching Conversations
- Potential government shutdown all-hands talking points
- Launching Conversations for March 22, shell buckling
- Lightfoot on Leadership Huntsville Masters Leadership speech
- Small Business Alliance remarks
- Continuing resolution remarks to SES/contractors/employees



### ***Deputy Center Director, Gene Goldman***

- Marshall all-hands meeting
- ADTC kick-off meeting remarks
- NASA Astronaut Candidates (SCAN) visit
- MAF Industry Day
- NASA Leadership Development Series #25
- Black History Month – welcome
- National Solar Observatory (NSO) Selection Committee welcome/Marshall overview
- New Employee Orientation – center overview
- NASA deputy inspector general visit to Marshall
- New Supervisor Orientation

### ***Associate Center Director, Robin Henderson***

- “Connecting With Women” roadshow/remarks
- Federal Women's Program remarks
- STS-133 Guest Launch – shuttle bus remarks
- Annual Women's History Month – welcome
- Roadshow summary report for Langley visit

### ***Other Execs***

- Marshall director for Small Business Alliance – Byron Butler
- Langley leaders' visit to Marshall – Bobby Watkins
- New Employee Orientation, OSAC overview – Bobby Watkins
- Stennis leaders visit, center/OSAC overview – Bobby Watkins
- Black History Month, intro of guest speaker – Bobby Watkins
- NASA Day of Remembrance event script – Bobby Watkins
- PM Challenge, ExecConnect concept – Bobby Watkins
- STS-133 Guest Launch bus remarks – Johnny Stephenson



- Langley Center visit
- SES Special Forum
- CFC Awards luncheon
- PM Challenge remarks
- Small Business Alliance
- USSRC reception remarks
- American Village, Montevallo

## ***Strategic Communications Planning and Measurement***

## After-Launch Shuttle Bus Tour Speech

*“Nothing captures the American spirit quite like what you’ve just experienced here.”*



# January, February, and March Comm Exchanges



## Communicator's Exchange

January 6, 2011 | 2:00 – 3:00  
Bldg. 4200, Room 600

Topic	Presenters
<p>ares ccb communication cust_exp customer desktoptv environmentally_preferable es43 explornet green green_purchasing iphone is20 is30 it_it_summit launch mac msfc_conv nasa ocio products release social_media social_networking summit sustainability sustainable_acquisition training video</p>	<p><b>2:00 Kevin Jones</b> <i>Social Media/Networking Ma</i></p> <p><b>ExplorNet: Work Out Loud</b> Understanding Marshall's new social networking tool and its associated culture change.</p>
<p><b>OSAC</b> Office of Strategic Analysis and Communications</p> <p><b>A Look Ahead at 2011</b> Johnny comments on the organization, and the role of communications for the new year.</p>	<p><b>2:30 Johnny Steph</b> <i>Deputy Directo OSAC</i></p>

## Communicator's Exchange

February 3, 2011 | 2:00 – 3:00  
Bldg. 4200, Room 600

Topic	Presenters
<p><b>Fission Surface Power</b> <i>Energy for exploration</i></p>  <p>Mike Houts explains how 'Fission Surface Power' could be an important source of energy for exploration on the moon and Mars. Hear about Marshall's one of a kind test facility for simulating the nuclear power process.</p>	<p><b>2:00 Mike Houts</b> <i>Nuclear Research Manager VP33</i></p>
<p><b>Marshall Integrated Strategic Communication Plan</b></p>  <ul style="list-style-type: none"> <li>○ A review of the 2010 plan</li> <li>○ The measurement framework</li> <li>○ A look ahead at the 2011 plan</li> </ul>	<p><b>2:30 Ann Mix Susan Coe</b></p>

Topic	
<p><b>30th International Space Development Conference (ISDC 2011)</b> <i>From the Ground Up</i></p>  <p>Taking place in Huntsville on May 18-22, the ISDC 2011 looks at the technical, economic, and advocacy steps that must be accomplished to make a spacefaring civilization a reality.</p>	<p><i>Sr. Technical Writer CS10</i></p>
<p><b>'Focus on Marshall' - 50<sup>th</sup> Episode</b></p>  <p>Celebrating its 50<sup>th</sup> episode... highlights and bloopers mark this special edition of 'Focus on Marshall'.</p>	<p><b>2:30 Lori Meggs</b> <i>Media Specialist CS20</i></p>



## ***Social Media and Web Site Content Development***

### Live Web Chats: From the Moon to Mercury!

From the lunar core to the atmosphere of Mercury, Marshall experts provided a “guided tour” of our solar system, answering questions and showcasing Marshall-managed research.

#### *Into the Lunar Core*



- 1,100 Facebook “Likes” / 470 tweets
- 100 interactive user comments
- 86 chat participants
- 192 questions received, 97 answered
- 22,000+ views on chat promo page

#### *Mercury MESSENGER*



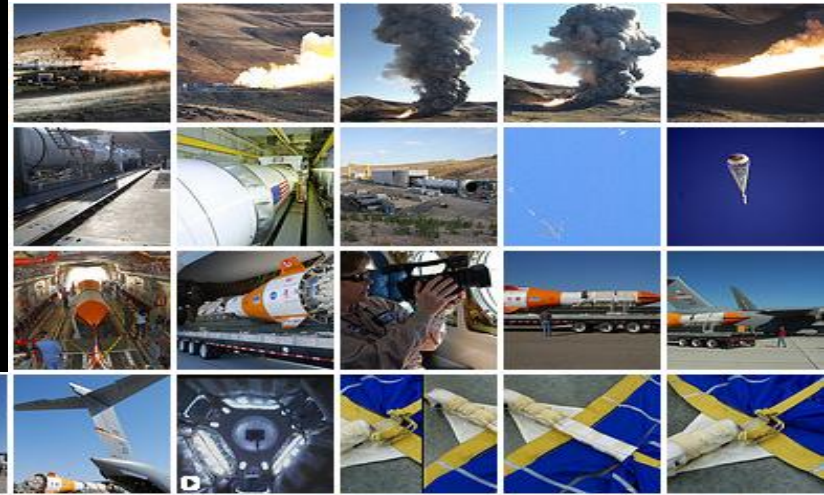
- 247 Facebook “Likes” / 193 tweets
- 41 interactive user comments
- 48 chat participants
- 43 questions received, 39 answered
- 12,000+ views on chat promo page

### Marshall's Flickr Presence is 'Fenomenal'

Marshall's photos on Flickr, the social photo sharing site, are reaching new audiences to excite and educate them about Marshall's programs and missions – 4.5+ million views and growing!

***“YES!!! This is the side of NASA that nobody talks about or sees. You guys should share more of these stories and keep it in the media!”***

*-- JLS Media, one of 7,500+ Marshall Flickr contacts*



**flickr®** from **YAHOO!**

- 1,600 photos, 4.5+ million views and counting
- 37,000+ positive user comments/like this
- Reaching new audiences, positive buzz
- Excellent cross-promotion between Marshall-managed Web sites and other social media channels



### NanoSail-D Unfurls in Space

In a historical first, the Marshall-developed NanoSail-D solar sail deploys in space. Worldwide viewers use NASA real-time coverage and coordinates to catch a glimpse in the night skies.

- **Live Web chat** results in 800+ Facebook likes, 300+ tweets, 12,000 views
- **Mission Web site** receives 250,000+ views
- **Extensive media** coverage in major outlets results in world-wide awareness





## ***Focus on Marshall***

The *Focus on Marshall* team highlighted five years and 50 episodes of Marshall's video program.



- Aired on NASA TV, Marshall TV and the NASA portal



- Coverage resulted in more than 7,600 video and page views





## Marshall In The News

### Ask pros at Moonbuggy Race

#### Rover designers set to visit Space Center during event

By Lee Roop  
Times Staff Writer  
lee.roop@htimes.com

If the students competing in NASA's Great Moonbuggy Race this spring have an engineering question, they can ask the men who designed the real lunar rovers that went to the moon.

The rover designers will be at the U.S. Space & Rocket Center in early April celebrating the 40th anniversary of the first rover to cruise the moon.

That happened July 31, 1971, with Apollo 15 astronauts David Scott and James Irwin at the controls. They and the other four astronauts to roll on the moon have been invited.

The 84 teams in this year's moonbuggy race will be at the Space Center the same night, and the groups will get to-

gether for a little engineering Q&A.

The celebration of the real rovers adds luster to the 18th moonbuggy race, but it doesn't need a lot of polish. What started as a way to celebrate the real lunar ride is a big deal itself, organizers say.

This year's 84 teams are the most ever, and so are the 18 international teams, including squads from Pakistan, India, Ethiopia and Russia.

"No way," Marshall Space Flight Center coordinator Dr. Frank Six said when asked if he ever thought the race would get this big. In fact, Six said, it almost ended five years ago when there was no money for prizes or expenses.

Northrop Grumman wouldn't let the race die, Six said. The company basically wrote a check for that year's race. Now, a team of sponsors underwrites the race.

Six teams from area schools - four high schools plus Al-



Eric Schultz/The Huntsville Times

**The Huntsville Center for Technology tops the hill at the 2010 Great Moonbuggy Race.**

See RACE on A7

### Specialty Coverage

- TV coverage included CNN, New Orleans, Houston, and Orlando, Fla.
- Radio coverage included Chicago; Austin, Texas; and NPR's *All Things Considered*.

### Marshall News Analysis

- During the quarter, 49 editions of *Marshall In The News* were produced with 768 stories related to Marshall programs, missions and personnel. Coverage was featured in media outlets including *The Los Angeles Times*, *New York Times*, *Chicago Tribune*, *USA Today*, *Aviation Week & Space Technology* and *Popular Science*.



## MARSHALL IN THE NEWS

TUESDAY, MARCH 08, 2011



### Local News - Print

#### Discovery headed home

**The Huntsville Times, Huntsville-Decatur-Florence, AL**

March 08, 2011

[Click To View](#)

Its decades-long mission accomplished, space shuttle Discovery headed home to retirement after undocking from the International Space Station on Monday for the last time.

#### NASA work helps lighten pain of cancer

**The Huntsville Times, Huntsville-Decatur-Florence, AL**

March 06, 2011

[Click To View](#)

A NASA light technology developed to grow plants in space has spun off a medical device producing "phenomenal" results in reducing painful side effects of chemotherapy and...

### Marshall Medical Spinoff: HEALS Technology Campaign



**Issued national news release to more than 1,400 media outlets and medical journals**

- Front page article in *The Huntsville Times*
- More than 100 Web hits including media in United Kingdom, China and France
- Included in NASA portal front page photo slide
- Live CNN Newsroom interview with Marshall Chief Technologist Andrew Keys

#### **Products**

News releases

Photo releases

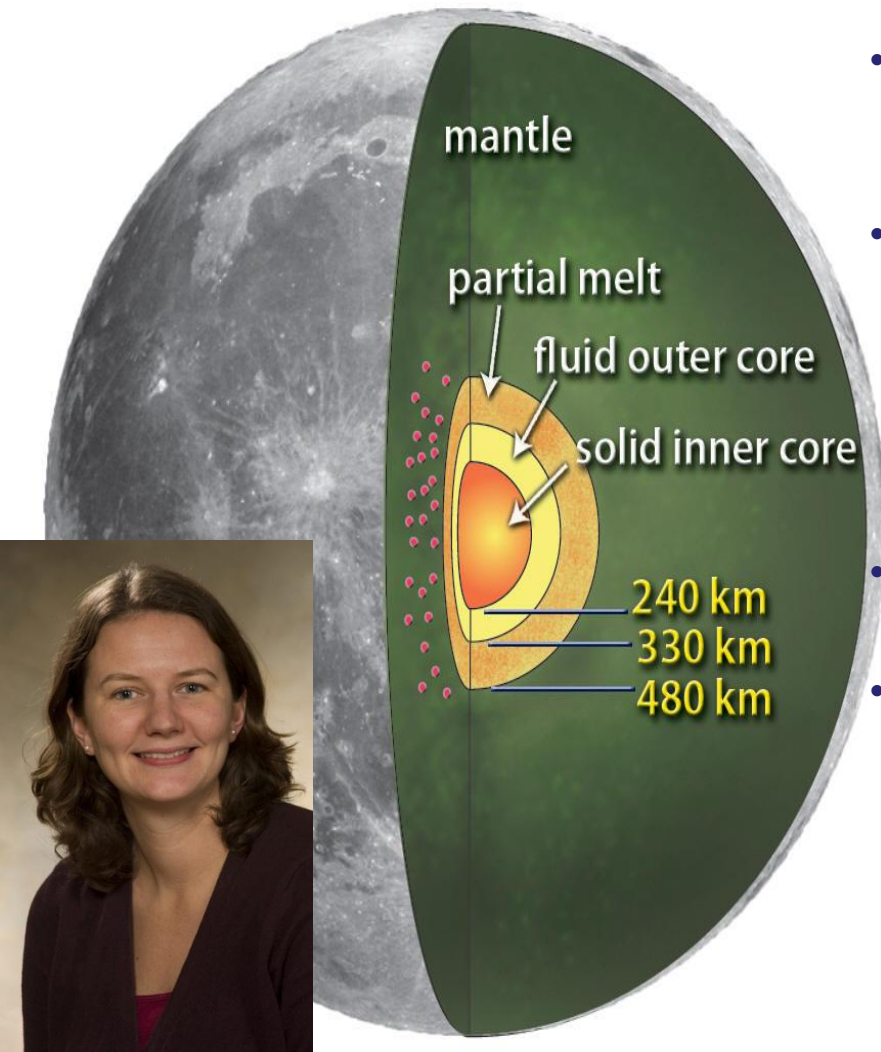
Videofile

*Marshall Star* article

Facebook and Twitter posts

# Over the Moon!

## Marshall researcher's lunar core findings launch international interest



- Research is published in January issue of the journal *SCIENCE* by Marshall's Dr. Renee Weber and an international science team.
- Marshall news release results in more than a dozen one-on-one interviews with Weber, appearing in major online news stories on sites including The Christian Science Monitor, CNN.com, MSNBC.com, Space.com and TheStreet.com.
- CS20 facilitated live radio interviews with Weber on NPR and Canadian Public Radio.
- A live Web chat with Weber drew more than 100 participants, who asked 200 questions in 75 minutes. Social media outreach for the chat resulted in 435 Twitter posts and nearly 1,000 "Like This" approvals on Facebook.



### Space Shuttle Launch Support Kennedy Space Center Press Site



#### **Provided public affairs support at 15 shuttle launches at KSC since April 2007**

- Staffed Marshall desk at KSC press site
- Researched and responded to reporter queries about shuttle propulsion systems
- Escorted national and international media
- Attended Space Shuttle Program meetings
- Arranged an ET-137 stringer repair hardware show-and-tell for media at KSC press site

#### **Products:**

Press kits

News Releases/media advisories

Web blurbs

Point papers and RTQs

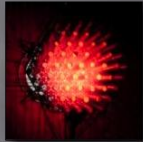
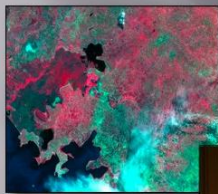
*Marshall Star* stories

## ***Science and Mission Systems Communications Support***



## S&MS Communications Products and Employee Campaigns

- Developed new S&MS overview presentation, which has been used this quarter to brief members of Congress, congressional staffers, key NASA and industry stakeholders, students, and Marshall new employees



Science & Mission Systems ✦  
Dr. Dan Schumacher, Manager

Foundation of Science and Technology at NASA's Marshall Space Flight Center



### Space Operations



#### International Space Station Vehicle Office

- MSFC provides Project Management and Systems Engineering for the Permanent Multipurpose Module which will fly on Space Shuttle Discovery's upcoming STS-133 mission
- Responsible for the development, delivery, and operation of Regenerative Environmental Control Life Support Systems as well as project integration for the Nodes and the Multipurpose Logistics Modules for ISS



#### International Space Station Payloads Office

- MSFC supports key ISS research activities such as the Microgravity Science Glovebox, the Materials Science Research Rack, and management of the Expedite the Processing of Experiments to Space Station, EXPRESS, racks for the ISS
- MSFC manages the integration of the payloads into these racks and follows them during on-orbit operations.

MARSHALL SPACE FLIGHT CENTER

3

- Coordinated third annual S&MS Healthy Heart Month employee awareness campaign in February with more than 100 S&MS employees participating in stair-climbing challenge, 10 minutes of daily exercise, and high-antioxidant awareness activity

National Aeronautics and Space Administration

**S&MS Healthy Heart Month**

**S&MS Managers encourage everyone to strive for 10 minutes of daily workplace fitness**

**3rd Annual Bring Your Own High-Antioxidant Beverage and Dark Chocolate Party!**

Friday, February 11th  
4:00-5:00 p.m.  
Lobby of 4201

Please bring your own high-antioxidant beverage, dark chocolate or other H-A foods to share with your S&MS family.

**Daily Fitness Ideas:**

**Fitting In Fitness**  
Take meetings outside for a walk-and-talk around your building or courtyard

**Stair Climbing Challenge**  
Strive for 1 - 6 flights of stairs daily

Log your daily stair flight progress on the 6th floor wall chart, Building 4201

www.nasa.gov

## ***Lunar Quest Program Communications Support***

# Lunar Quest Program Communications Support

## Lunar Quest Outreach Products

Developed content and coordinated graphics for Lunar Quest and Discovery/New Frontiers posters to be displayed in LQ & D/NF suite



## ***Robotic Lunar Lander Development Project Communications Support***



# Robotic Lunar Lander Development Project Communications Support

## Robotic Lunar Lander Communications Events and Products

Coordinated RLLDP products for news releases and media events  
and conducted VIP tours of Robotic Lander Test Bed



Coordinated video and photo products  
for new releases and media interviews



Coordinated tours of Robotic Lander  
Test Bed for VIPs including  
Congressman Mo Brooks



## ***Engineering Directorate Communications Support***

# Engineering Directorate Communications Support

## *Delivering Programmatic and Executive Communications for Engineering Directorate and Space Launch System Program Office*

*Potential stakeholder reach: 16,760*



### *Space Launch System Program Office*

- Marshall Small Business Alliance briefing
- Program plan draft for Mission Concept Review
- Goddard Memorial Symposium panel talking points
- *Marshall Star* article

### *Engineering Directorate*

- AMRDEC capabilities briefing
- Professional Intern Program briefing
- Supervisors all-hands meeting briefing
- Team messages
- International Space Station 10-year science operations talking points



## ***Constellation Program Communications Support***

# Constellation Program Direct Support



- Created two presentations for Bob Armstrong:
  - *Constellation Program Technology Advancement* was presented to Dale Thomas, Constellation Program manager
  - *The Importance of Outreach and Communication* was presented to Jody Singer, proposed deputy manager of the Space Launch System Program





## ***Section 2. Significant Accomplishment Details by Organization***

- **Program Management**

- Provided administrative and technical management for contract direction, control, and integration in all areas of OSAC Support Services contract.
- Provided guidance for development of Marshall Strategic Communication Plan and Roadmap meetings.
- Developed a measurement framework to provide outcome based measurement to both single and consolidated events.
- Managed the following IDIQ task orders:
  - NNM08AA13T Lunar Quest - Formerly LPRP
  - NNM08AA14T Engineering Communications
  - NNM09AA94T RLLDP (Robotic Lunar Lander Development Program) - Formerly ILN
  - NNM10AA63T Space and You Exploration Exhibit
  - NNM10AA76T Strategic Research and Analysis Support
  - NNM10AA80T Strategic Assessment
  - NNM10AA88T Ares Monograph
- Coordinated and provided required verification and support to Marshall procurement in the development of contract modifications 52 - 58.
- Held monthly contract status meeting with OSAC Director, Deputy Director, CS10, CS20, and CS30 communication managers.
- Coordinated with Kristen Erickson and procurement on the finalization of an IDIQ task order to support NASA HQ Planetary Science Division.

- **Contract Management**

- Completed purchasing and property audit for FY10; awaiting results.

- **Property Management**

- Submitted revised Property Management Plan for OSAC Support Services contract.
- Completed records for floor contract property audit; submitted documentation of physical inventory of property at U.S. Space & Rocket Center.
- Submitted final paperwork for 2010 annual inventory campaign.
- Processed more than \$13,250 worth of property with an Equipment Control Number (ECN).
- Provided exhibits and artifacts for the NASA Human Adventure exhibition at the Museum of Science-Tech in Stockholm, Sweden.

- **Occupational Safety and Health**

- Completed annual building inspection of Bldg. 4466, publications warehouse, with no findings.
- Completed safety certification on hyperlite truss exhibit.
- Contract safety specialist completed OSHA 501 Certification for General Industry and is now certified OSHA Outreach Trainer.

- **Executive Communications**

- Edited final draft of Space Launch System study history white paper and submitted to Garry Lyles.
- Created new PPT template for use in Morris auditorium for center all-hands presentations (easier to read from back of room).
- Developing graphic design for *To the Point* e-newsletter.
- Created graphic design and layout for stakeholder bios booklet.
- Supported leadership communication through communication planning and implementation of events and associated products (including all-hands presentations and talking points, leadership talking points, Q&As, etc.) for Marshall executives related to:
  - FY2012 budget announcement – including Marshall and MAF fact sheets for HQ
  - FY2011 budget situation and continuing resolutions
  - Three center teams (Institutional Services Evaluation, Technical Capabilities, and Workforce Planning)
  - Future center reorganization
- Managed Robin Henderson’s “Connecting with Women” roadshow program by developing remarks, scheduling presentations across the center, attending presentations, and providing follow-up summaries and analysis of dialogue.
- Supported numerous editing assignments, including the Marshall economic impact brochure, shuttle brochure, Marshall council meeting minutes, and Marshall section of information brochure to be published by Redstone.



- **Executive Communications (cont.)**

- Developed numerous other executive communications products, including talking points, presentations, speeches, e-mail messages, and more for Marshall's center director, special assistant to the center director, associate director, OSAC's director and deputy director, and other Marshall executives supporting effective internal communication. Events supported through executive communication include:

- Center Director R. Lightfoot

- March Director's Corner, spring progress
- SES Special Forum
- USSRC reception remarks
- Welcome for new astronaut class
- Langley Center visitors remarks
- Day of Remembrance products
- Lightfoot PM Challenge
- Lightfoot Continuing Resolution remarks to SES/contractors/employees
- 2012 budget rollout talking points
- Payload Operations Center 10th anniversary remarks
- South Baldwin Chamber luncheon
- Lightfoot on Leadership, Huntsville Masters Leadership
- National Space Club Leadership luncheon
- Small Business Alliance meeting
- American Village, Montevallo
- Launching Conversations for POIC anniversary
- Potential government shutdown all-hands talking points
- Launching Conversations for March 22, shell buckling
- Discovery's last launch employee e-mail
- March 4 CR extension e-mail to employees
- March 18 CR extension e-mail to employees
- Cobb Small Business Alliance remarks
- Talking points for first ExecConnect meeting
- CFC awards luncheon

- **Executive Communications (cont.)**

- Developed numerous other executive communications products, including talking points, presentations, speeches, e-mail messages, and more for Marshall's center director, special assistant to the center director, associate director, OSAC's director and deputy director, and other Marshall executives supporting effective internal communication.

Events supported through executive communication include:

- Deputy Center Director Deputy Center Director G. Goldman

- Advanced Defense Technology Cluster (ADTC) kick-off meeting remarks
- NASA Astronaut Candidates (SCAN) visit
- MAF Industry Day
- NASA Leadership Development Series #25
- Black History Month celebration, welcome
- National Solar Observatory (NSO) Selection Committee welcome/Marshall overview
- Marshall New Employee Orientation, center overview
- NASA deputy inspector general, Gail Robinson, visit to Marshall
- New Supervisor Orientation
- NASA Great Moonbuggy Race opening ceremony, welcome

- Associate Center Director R.Henderson

- “Connecting With Women” roadshow/remarks
- Federal Women's Program remarks
- STS-133 guest launch, shuttle bus remarks
- Annual Women's History Month, welcome
- Roadshow summary report for Langley visit

- Other Execs

- Introduction of Marshall director for Small Business Alliance
  - B. Butler
- Langley leaders visit to Marshall – B.Watkins
- Marshall New Employee Orientation, OSAC overview – B. Watkins
- Stennis Leaders visit to Marshall, center and OSAC overview – B. Watkins
- Black History Month, introduction of guest speaker – B. Watkins
- NASA Day of Remembrance event – B. Watkins
- PM Challenge presentation on Joint Leadership Team Concept – B. Watkins
- STS-133 guest launch, shuttle bus remarks – J. Stephenson

- **Strategic Research and Analysis**

- Created data collection templates to enable OSAC team members to gather stakeholder feedback at offsite communication activities.
- Collected and analyzed data related to FY2011 budget rollout to determine if message was clear and is being used.
- Presented final measurement report to OSAC executives, comm managers, and comm exchange attendees; developed and delivered PowerPoint presentations for various team meetings for initial implementation of measurement processes within OSAC.
- As requested by Johnny Stephenson, top eight integrated planning and measurement recommendations were developed to guide strategic communications and integration process.
- Briefed analysis managers on trends and patterns of Marshall's Space Act Agreements.
- Produced 8 stakeholder biographies to enhance understanding of stakeholder positions and backgrounds, particularly Marshall's partners on Redstone Arsenal.
- Produced one-page briefing on corporate governance to increase knowledge and understanding of how corporate boards address internal controls.
- Monitored NASA's budget posture hearings and communicated outcomes and key themes to relevant OSAC customers.

- **Communication Strategy, Planning, and Message Management**

- Leading team to select priority tour stops and develop messages and plan tour stops collateral and exhibits.
- Coordinated team to update Marshall website structure and develop plan and messages around agency's new direction for center.
- Created and implemented center transition plan providing key messages and activity timeline.
- Developed center shuttle transition and retirement messages.
- Developed shuttle transition and retirement script to be delivered on the bus during guest launch activities; delivered by Robin Henderson and Johnny Stephenson.
- Presented final measurement report to OSAC executives, comm managers, and comm exchange attendees; developed and delivered PowerPoint presentations for various team meetings for initial implementation of measurement processes within OSAC.
- Managed January, February, and March Communicator's Exchange:
- January Comm Exchange featured overview of Explornet rollout presented by Kevin Jones from OCIO, and status of OSAC and its role for center communications in 2011 presented by Johnny Stephenson.
- February Comm Exchange featured a presentation by Mike Houts on Fission Surface Power and its use as source of energy for space exploration, and the Marshall Integrated Strategic Communications Plan presented by Ann Mix and Susan Coe.
- March Comm Exchange included plans for ISDC conference in May presented by Bart Leahy, and special 50<sup>th</sup> anniversary edition of "Focus on Marshall" featuring highlights and bloopers.
- Developed Communications Outreach Plan template for Marshall proposal awards.



- **Communication Strategy, Planning, and Message Management (cont.)**

- Integrated Strategic Communication Plan:

- Completed Roles, Responsibility, Authority of Project Manager/Project Integrator document; approved by comm managers.
    - Received approval for 11 measurement opportunities from comm managers.
    - Completed FY 2011 Marshall Integrated Strategic communication Plan (MISCP) core document draft for review.
    - Completed presentation on MISCP for functional areas.
    - Helped Protocol & External Communication and Legislative Affairs write FY2011 functional area plans.

- Shuttle Transition / What's Next Campaign:

- Finalized draft plan with supporting material; provided to June Malone who is the project manager for this activity.
    - Drafted presentation to be given to launch guests on the bus during launch activities; presented in February and scheduled to be used for remaining two launches.

- Business Development Task Group:

- Updated copy for opening pages of website.
    - Met with other orgs involved with business development and provided current copy for review.

- **Data Collection (Comm Corner/Comm Corner SharePoint, etc.)**

- Posted 24 Front & Center articles and eight new tips on Comm Corner.
  - Created and distributed three What's New e-mail blasts to promote Comm Corner.
  - Revised the Speaker's Bureau pages for the new center overview for youth.

- **Business Development (Proposal Writing, Web Content)**
  - Assisted Susan Turner with drafting an Area of Opportunity write-up.
  - Worked with the Advanced Concepts Office to improve website visibility.
  - Edited proposals including Circumgalactic Absorption & Emission Line Mission (CAELUM), Japanese Experiment Module Extreme-Universe Space Observatory (JEM-EUSO), and Strategic Astrophysics Technology (SAT).
- **Marshall Center Development**
  - Created and distributed six issues of *Center Strategic Development News*.

- **Media**

- Provided public affairs support for space shuttle launch at Kennedy Space Center press site for STS-133 launch in February; staffed Marshall desk; researched and responded to reporter queries about shuttle propulsion elements; arranged ET-137 stringer hardware repair show-and-tell for media at the KSC press site; and attended Space Shuttle Program meetings.
- Provided public affairs support and served on planning committee for Payload Operations Center 10<sup>th</sup> anniversary celebration March 8. Wrote Heads Up messages, International Space Station downlink message from the crew, news release, fact sheet, and *Marshall Star* story. Coordinated astronaut interviews with former station crew members at Johnson Space Center. Wrote media advisory inviting local media outlets to ceremony and escorted media (Ch. 19, Ch. 48 and Ch. 31, *The Huntsville Times* and *The Huntsville Examiner*).
- Provided public affairs support for Michoud Assembly Facility; maintained Michoud media website and edited/posted three editions of *Michoud Messenger* employee newsletter.
- Implemented campaign covering NanoSail-D's successful deployment in space in January, including multiple media advisories, multiple Web features, live Web chat with principal investigator Dean Alhorn, postings to "Watch the Skies" blog, and Flickr gallery to house images of amateur astronomy contest to view NanoSail-D in orbit. Significant results included 250,000+ views of mission website, 12,000+ views of live Web chat promo page, 800+ Facebook "likes," and worldwide press coverage.
- Supported the "Marshall Faces" website with 10 new video features, website design, text updates, and metrics tracking.
- Wrote and distributed internal and external media products, escorted media, and supported Web chat in January for campaign to highlight new findings about moon's core by Marshall researcher Dr. Renee Weber. Research and interviews with Weber resulted in news stories in *The Christian Science Monitor*, *Nature*, *Harvard Business Review*, discovery.com and MSNBC.com, and live interviews on National Public Radio's "Science Friday" program and on Canadian Public Radio. Web chat drew almost 100 participants, who asked 200 questions in 75 minutes. Chat promotions via social media outlets resulted in 435 Twitter posts and nearly 1,000 Facebook "Like This" approvals.

- **Media (cont'd)**

- Provided media escort at NASA's Michoud Assembly Facility in New Orleans in January for the "Contact 2011: Transmitting Opportunities" business conference, which drew more than 800 industry representatives from around the country. Wrote and delivered *Marshall Star* feature, which was repurposed for NASA Small Business Programs newsletter. WWLI-TV in New Orleans reported on the event.
- Wrote and distributed media products in February for NASA's rollout of proposed FY-2012 budget and subsequent media availability with Marshall Center Director Robert Lightfoot. Events resulted in news stories in the *Huntsville Times* and on Ch. 31, Ch. 48, Ch. 19, and Ch. 54 television, HuntsvilleNewsWire.com, and Huntsville-Examiner.com.
- Wrote and distributed products, made callouts, and escorted media in late March for the Small Business Alliance meeting hosted by Marshall in Huntsville. NASA Administrator Charles Bolden presented Marshall with Small Business Administrator's Cup award. The *Huntsville Times*, HuntsvilleNewsWire.com, Huntsville-Examiner.com, Ch. 31, Ch. 48, Ch. 19, and Ch. 54 were expected to attend.
- Wrote and distributed comprehensive campaign plan, news products, fact sheet, social media updates, radio PSAs, blog entries, and internal announcements about NASA Great Moonbuggy Race (April 1-2). Coverage included stories in the *Huntsville Times*, the *Daily News-Journal* (Murfreesboro, Tenn.), and the *Ohio State University Lantern*, as well as 22 Web reports on sites including India Times.com, RedOrbit.com, Celebrate-Huntsville.com, HuntsvilleNewsWire.com, Time Warner Cable, and Major League Baseball. News stories are pending from the *South Florida Sun-Sentinel* and the *Providence Journal*.
- Launched the newly developed "The Moon: Our Nearest Neighbor" blog ([http://blogs.nasa.gov/cm/blog/moon\\_missions/](http://blogs.nasa.gov/cm/blog/moon_missions/)) to provide continual coverage of research and breaking news events relating to the moon.
- Provided media support for Native American Heritage month event, Breast Cancer Awareness month event, FASTSAT launch telecon, Veterans Day event, administrator's all-hands, and ISS 10th anniversary telecon.
- Provided external communications support for Marshall activities including release on seismic detection of the lunar core, ISS weekly report, Chandra release and multiple images, multiple FASTSAT news releases, NASA budget rollout, news release on NanoSail-D, Robotic Lander, Hinode image, 18<sup>th</sup> annual Moonbuggy Race, and Black History Month.



- **Media (cont'd)**

- Implemented media campaign on Marshall medical spinoff helping cancer patients, including news release, video file, photo releases.
- Developed, researched, and co-hosted three episodes of Focus on Marshall, the center's video program.
- Received and handled nearly 775 separate internal support requests via Intercom and other sources. During the quarter, wrote or edited more than 325 messages appearing on "Inside Marshall" and in centerwide e-mails; created or prepared approximately 25 PowerPoint slides for E-TV; prepared more than 325 classified ads for publication in the *Marshall Star*, and handled an additional 100 or more miscellaneous queries and requests.
- Prepared 49 editions of *Marshall In The News* clips packages with 768 stories. Major outlets included [Space.com](http://Space.com), [Discovery.com](http://Discovery.com), [PBS.org](http://PBS.org), [NationalGeographic.com](http://NationalGeographic.com), *USA Today*, *Los Angeles Times*, *New York Times*, *Chicago Tribune*, *Aviation Week & Space Technology* and *Popular Science*. TV coverage included outlets in Houston, Orlando, New Orleans, Cincinnati, Tampa, and Columbus, Ga., and national cable channel CNN. Radio coverage included Chicago; Austin, Texas; and National Public Radio's *All Things Considered*.

- **Social Media**

- Managed dramatic growth for Marshall's Flickr photo pages (<http://www.flickr.com/photos/28634332@N05/>); achieved cumulative total of 4.5+ million views, 37,000+ positive user comments, and 7,500+ friends/fans
- Continued expansion of Marshall's Facebook presence (<http://www.facebook.com/nasa.marshall>) with steady 5,000-strong friend list on the primary page and nearly 2,200 fans on business page (<http://www.facebook.com/nasamarshallcenter>); twin pages received nearly 500 user comments and more than 1,100 "Like This" approvals.
- Expanded Marshall's education competition pages on Facebook for the NASA Great Moonbuggy Race (<http://www.facebook.com/moonbuggyrace>) and the NASA Student Launch Projects (<http://www.facebook.com/nasastudentlaunch>), which have a combined friend count of nearly 800 students, educators, media, and space enthusiasts.

- **Employee Communications**

- Prepared four articles for *To the Point* editions in January and March.
- Researched, wrote, and coordinated 10 *Marshall Star* current news stories and photo captions about the Space Shuttle Program and eight stories to promote the upcoming 16-page special edition of the *Marshall Star* to commemorate the 30<sup>th</sup> anniversary of the first shuttle flight in April 1981. Researched, conducted interviews, coordinated, and finalized 10 stories to be published in that issue and reviewed and selected photos for the issue. Wrote five Web features about Space Shuttle Program and participated in five related NASA HQ and JSC-level telecons.
- Provided internal communication support for Michoud Industry Day event in New Orleans, Black History Month events, and NASA's FY-2012 budget rollout and subsequent Marshall all-hands meetings with center director.
- Wrote multiple internal products announcing launch of ExplorNet in February and trained Employee Communications team to use the tool for internal communications.

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- Provided internal communication support for Michoud Industry Day event in New Orleans, Black History Month events, and NASA's FY-2012 budget rollout and subsequent Marshall all-hands meetings with center director.
- Wrote multiple internal products announcing launch of ExplorNet in February and trained Employee Communications team to use the tool for internal communications.
- Continued to support OSAC Integrated Strategic Communications Roadmap Team.
- Provided internal communications support for center activities including 2010 annual report, center director all hands, NASA budget rollout, and 2010 year-in-review edition of *Marshall Star*.
- Coordinated with OSAC communications managers to post Question of the Week on Marshall Happenings page on ExplorNet; monitored Happenings page for content and trends.
- Produced January, February, March issues of *Marshall Star* – 13 issues.
- Produced January, February, March issues of *Daily Planet* – 58 issues.
- Produced *Marshall Star* 12-page year-in-review issue with full-color cover.
- Designed and produced 2010 Public & Employee Communications Office annual review.

- **Exhibits**

- Supported Space Week and other educational outreach activities at Endeavor Elementary School (Harvest, Ala.), Moore Magnet Elementary School (Clarksville, Tenn.), Holy Family School (Huntsville, Ala.), Harlan Elementary School (Florence, Ala.), Little Madison Academy (Madison, Ala.), and Hoover City Schools (Hoover, Ala.).
- Developed and installed display for Bldg. 4200 lobby for Day of Remembrance event.
- Provided exhibit support for Military Veterans Opportunity Expo (Nashville, Tenn.) and Huntsville/Madison County Chamber of Commerce annual meeting.
- Provided technical consultation and exhibit hardware support for Constellation Get Together (Huntsville, Ala.).
- Developed and submitted for approval design for Shuttle Legacy exhibit; developed and submitted design for Lunar Moon Wall exhibit.

- **Model Making**

- Completed and delivered four 1:72 scale external tank with transporter models.

- **ESMD Outreach**

- Planned and executed support for South Florida Fair (West Palm Beach) at request of U.S. Rep. Thomas Rooney of Florida's 16<sup>th</sup> Congressional District; worked with venue to reduce NASA operating costs by more than \$5,000. More than 22,380 people visited NASA booth.
- Completed renovation of ESMD Exploration Experience pavilion, updated with improved air conditioning, and installed new content to match Exploration Experience traveling exhibit.
- Organized Exploration Experience pavilion support at SciQuest in Huntsville.
- Researched, planned, and executed support for the 2011 SEC Women's Basketball Tournament. Shared science, technology, engineering, and mathematics (STEM) messaged with more than 10,000 women and girls, a primary target audience for NASA.
- Installed and approved final modifications to Exploration Experience traveling exhibit.

- **HQ OCP Outreach**

- Planned One NASA support for National Space Symposium; approximately 14 NASA groups will participate.
- Completed Magic Planet training from vendor to learn installation, operation, function, and dismantle of interactive exhibit, which will be used in variety of outreach activities.
- Developed outreach approach for One NASA support at International Development of Space Conference to be held in Huntsville.
- Developed exhibits metrics questionnaire and circulated to NASA exhibit managers to develop guidelines for consistent metrics reporting process.
- Completed Phase I of GeoDome training; domes will be used as part of NASA's Traveling Visitor Center outreach efforts.

- **Aero Outreach**

- Staffed Navy Centennial of Flight Kickoff & Parade of Flight in San Diego, Calif.



- **Center Collateral Development**

- Developed content for shuttle retirement brochure targeting center's launch guests and highlighting shuttle retirement and transition to heavy lift capability.
- Updated the center overview charts.
- Completed products for center overview for youth project including brochure, PPT, Web page for public use, and intranet page.
- Submitted economic impact brochure for final review.
- Created shuttle flyer and submitted for review.

- **Event Coordination**

- Provided planning and logistical support for:
  - Day of Remembrance Memorial – supported service held in Morris Auditorium honoring astronauts and others who gave their lives for space exploration
  - NASA budget rollout – provided HQ broadcast of Administrator Charles Bolden in Morris Auditorium for employee participation, followed by briefing from Center Director Robert Lightfoot
  - Black History Month – supported Morris program and two lunch-n-learn events
  - Women's History Day Seminar – supported program dedicated to women of Marshall with workshops in Bldg. 4316
  - NASA Administrator Bolden visit and all-hands at Marshall – supported program in Morris Auditorium with employee participation

- **Logistics Support and Guest Operations**

- Supported Marshall executive leadership at center, community, and industry events including:
  - USSRC Space Exploration tribute – Robert Lightfoot speaker
  - CFC appreciation luncheon – Robert Lightfoot speaker
  - Chamber of Commerce Washington Update – Robert Lightfoot guest
  - South Baldwin (Foley, Ala.) Chamber of Commerce luncheon – Robert Lightfoot and astronaut Jim Halsell speakers
  - Apollo 13-Voyage to the Moon – Gene Goldman guest
  - National Space Club Leadership luncheon – Robert Lightfoot speaker
- Provided logistical, planning, and AV support:
  - Visit by Senator Sessions staffers
  - Visit by Graham Hixon, Representative Robert Aderholt staffer

- **Community Relations**

- Responded to 19 new Speakers Bureau received from NASA Headquarters electronic form telephone inquiries, e-mail, and regular mail.
- Researched data for four community/industry invitations and provided to Marshall's chief counsel requesting a determination to attend for executive leadership.
- Provided logistical, planning, and AV support for Masters Leadership luncheon and briefing, and for Connect class visit.

- **S&MS Direct Support**

- Developed/wrote new S&MS overview for senior managers to be used for internal/external outreach, presentations.
- Compiled S&MS accomplishments data for S&MS all-hands as requested by Dr. Dan Schumacher.
- Coordinated, managed, and/or supported 11 protocol tours for key stakeholders, including Congressman Mo Brooks, Graham Hixon (Congressman Aderholt staffer), and the National Solar Observatory Site Selection Committee. Provided logistics coordination, agendas, presenters, and messaging; compiled congressional presentations through Marshall Legislative Affairs for HQ approval prior to visits.
- Wrote, edited, and managed tabletop review of JEM-EUSO proposal; coordinated layout and graphics with Marshall graphics and publications team.
- Coordinated third annual S&MS Healthy Heart employee awareness campaign in February with 100 participants; included stair-climbing challenge, and 10-minutes of daily exercise and high-antioxidant awareness activities.

- **Planetary Science Division (PSD) Direct Support**

- Composed four and edited one executive journal entries for SMD/Planetary Science Division director, Dr. Jim Green; entries available at [www.solarsystem.nasa.gov](http://www.solarsystem.nasa.gov).
- At request of Dr. Jim Adams, began developing milestone publication timeline for writing, editing, review, and publication for Planetary Science book.

- **Constellation Direct Support**

- Created one-page list of budget and Ares Project highlights for project manager to use at February Project Review.
- Worked with Tim Self to create list of top-level Ares Projects accomplishments to be submitted to Dale Thomas for use by Doug Cooke during testimony to House Subcommittee on Space & Aeronautics.
- At request of manager of Marshall's Academic Affairs Office, wrote response to inquiry from a teacher concerning cancellation of Constellation Program and nation's future exploration goals.
- Worked with Tim Self to write charter for Space Launch System Program Office.
- Worked with Tim Self to write manager position descriptions for Space Launch System Program.
- Created presentation entitled "The Importance of Outreach and Communication," given by Bob Armstrong to Jody Singer, proposed deputy manager of the Space Launch System Program Office.
- Provided education resources to Lisa Blue for school visit.

- **NNM08AA13T – Lunar Quest (Formerly LPRP)**
  - Presented overview of Lunar Quest to 170 fifth grade students at Endeavor Elementary in Madison Jan. 25.
  - Continued working with Education/Public Outreach lead and graphic designer to create posters for Lunar Quest/Discovery New Frontiers programs.
  - As a member of International Observe the Moon Night committee, participated in multiple meetings in preparation for InOMN 2011.
  - Developed content for Lunar Mapping and Modeling Project information sheet to be distributed at Lunar Planetary Science Conference in March.
  - Planned educational tours for NASA booth at National Space Symposium in Colorado Springs in April.
  - Continued content updates on Lunar Quest website at [www.nasa.gov/lunarquest](http://www.nasa.gov/lunarquest); page views for January-March reached 89,000.
- **NNM09AA94T – RLLDP (Robotic Lunar Lander Development Program) – Formerly ILN**
  - Worked with PAO, Marshall TV, Marshall photo department, and industry partners to develop video and photo products for two news releases about lander prototype testing to increase awareness of Marshall robotic lander capability development.
  - Coordinated lander prototype demonstration and interviews for the Known Universe (National Geographic Channel); conducted pre-interview media training with project spokespersons. Show should air nationally May/June.
  - Coordinated VIP tours of Robotic Lander Test Bed for Congressman Mo Brooks and staffers and for Senator Sessions' staffers.
  - Worked with Redstone Test Center to determine security and logistical requirements for conducting VIP tours/visits to Warm Gas Test Article facility at Redstone Test Area #5.
  - Completed exhibit and staffing plan for Robotic Lunar Lander area at National Space Symposium (April 11-15, Colorado Springs).



- **NNM08AA14T – Engineering (and Space Launch Systems Program) Communications**
  - Prepared team messages for Engineering director for Martin Luther King Jr. Day and Presidents' Day.
  - Prepared briefings for Engineering director, including Professional Intern Program overview for chief engineer and Human Resources, engineering capabilities for AMRDEC director, and a supervisory all-hands meeting.
  - Wrote *Marshall Star* articles concerning Space Launch system (SLS) planning update and SLS Mission Concept Review.
  - Prepared SLS programmatic communications including SLS Program Plan draft and SLS Mission Concept Review Program Plan overview slides.
  - Prepared SLS executive communications for Huntsville Aerospace Marketing Association, Marshall Small Business Alliance, and Goddard Symposium panel
- **NNM10AA63T – Space and You Exploration Exhibit**
  - Nothing Reported

## Section 2a. Ongoing Tasks

- **Program Management**

- Review and implement Institutional Service Evaluation results across the OSAC Support contractor team.
- Implement FY 11 and FY 12 budget prioritizes.
- Continue coordination and implementation of Measurement Center of Excellence Program across OSAC.
- Continue to refine consolidated set of communication metrics across contractor team.

- **Occupational Safety and Health**

- Install new vacuum form machine.

- **Property Management**

- Results for FY10 audit should be received

- **Occupational Safety and Health**

- Completed installation of new vacuum form machine.

- **Executive Communications**

- Provide ongoing support of executive events, speaking engagements, and outreach activities.
- Continue supporting communication planning and development of products for key Marshall initiatives including budget status; three center teams, including Institutional Services Evaluation impacts; and future center reorganization.
- Continue to support Robin Henderson “Connecting with Women” roadshows.

- **Strategic Research and Analysis**

- Provide measurement and analysis for budget rollout, shuttle retirement and transition, and the Center Director’s Breakfast.

- **Communication Strategy, Planning, and Message Management**

- Finalize 2011 Integrated Strategic Communication Plan, including support for shuttle campaign, assistance with PEOPLE-ACE campaign, and presentation on MISCP to functional areas.
- As requested by Johnny Stephenson, top eight integrated planning and measurement recommendations were developed to guide strategic communications and integration process; recommendations will be acted upon at appropriate times during the year in coordination with OSAC management.
- Provide communications support for center’s green team initiatives.
- Develop and execute communications plan for center initiative on diversity and inclusion.
- Review center’s external website and recommend updates and revisions.
- Message development and planning for tour stops collateral and exhibits will continue through summer.
- Message development and planning for revising Marshall website will continue through summer.

- **Data Collection (Comm Corner/Comm Corner SharePoint, etc.)**
  - Continued maintenance on Comm Corner; moving site to Drupal CMS.
- **Marshall Center Development**
  - *Center Strategic Development News* bi-weekly newsletter will continue production and distribution at direction of Dennis Boccippio.



- **Media**

- Provide public affairs support for Expedition 27/28 and 29/30; assist in preparing science experiments spreadsheet and overview for each expedition press kit.
- Develop significant new humanitarian section for Space Station Research website.
- Continue to develop content for Marshall's social media outlets including Facebook, Twitter, and Flickr.
- Continue internal/external communications outreach for NASA Great Moonbuggy Race (April 1-2) and NASA Student Launch Projects (April 16, May 21), including pre- and post-event news product distribution; social media updates to Facebook, Flickr and Twitter; real-time Twitter feeds during both events; live coverage of both events via UStream; and post-event internal products in the *Marshall Star* and via Inside Marshall.
- Continue to develop content for Marshall's social media outlets including Facebook, Twitter, and Flickr.

- **Employee Communications**

- Provide public affairs support at remaining two space shuttle launches at Kennedy Space Center press site. Duties to include staffing Marshall desk, escorting media, and researching media inquiries. Additional tasks include weekly *Marshall Star* stories, plus research, interviews, and story development for special 16-page edition of *Marshall Star* to mark 30<sup>th</sup> anniversary of first shuttle flight in April 1981; shuttle Web features; participation in program-level meetings; fulfilling media requests about shuttle propulsion elements; and participating in shuttle public affairs planning telecons.
- Produce April, June issues of *To the Point*.
- Produce April, May, June issues of the *Marshall Star* – 13 issues.
- Produce April, May, June issues of the *Daily Planet* – 65 issues.
- Produce special *Marshall Star* issue April 14 for 30th anniversary of Space Shuttle Program.
- Begin posting *Marshall Star* in HTML format to make accessible by hand-held devices, allowing readers to comment on stories; oversee project management of *Marshall Star* newsstand poster; and manage redesign of *Marshall Star* Web site.

- **Exhibits**

- Update Visitor Center changes at U.S. Space & Rocket Center.
- Plan and execute support at the NASA 2011 Facility and Real Property Conference (May 9-12) in Nashville, Tenn.

- **Model Making**

- Complete and deliver remaining 1:72 scale external tank with transporter models.

- **ESMD Outreach**

- Complete Rockets2Racecars and contact NASCAR for potential outreach partnership.
- Finalize Exploration Experience traveling exhibit schedule for remainder of FY11.
- Finalize Exploration Experience pavilion schedule for remainder of FY11.
- Plan and execute Exploration Experience traveling exhibit outreach at Troy Strawberry Festival (Troy, Ohio).

- **HQ OCP Outreach**

- Execute One NASA outreach support at National Space Symposium (April 11-14) in Colorado Springs.
- Plan and execute One NASA exhibit support at the International Development of Space Conference (May 18-22) in Huntsville.

- **Center Collateral Development**

- Economic impact brochure is in review; changes from managers will be implemented.
- Promotion of center overview for youth will begin around first of April.
- Update center overview when federal budget is settled.
- Produce updated pocket guide with new direction for Marshall.
- Work will continue on 50<sup>th</sup> Anniversary commemorative book, making revisions from History office and managers.

- **Event Coordination**

- Continue to produce and maintain executive engagement planner, coordinating with executive staff of center director, deputy director, and OSAC management.
- Continue to meet with communication coordinators to ensure that program areas are represented in Speakers Bureau with speakers at appropriate events.
- Continue to maintain “Year at a Glance” resource guide of recurring community and industry outreach activities for DA01, DD01 and DE01 executive support assistants.
- Provide logistical and planning support for:
  - Earth Day
  - Take Our Children to Work Day
  - Student Launch Initiative week
  - Shuttle Pride family social event in support of STS-134 launch
  - Center Director’s Breakfast
  - Family picnic

- **Logistics Support and Guest Operations**

- Continue to produce and maintain executive engagement planner, coordinating with executive staff of center director and deputy director and OSAC management.
- Continue to meet with communication coordinators to ensure that program areas are represented in Speakers Bureau with speakers at appropriate events.
- Continue to maintain “Year at a Glance” resource guide of recurring community and industry outreach activities for DA01, DD01, and DE01 executive support assistants.
- Provide logistical and planning support for astronaut candidates’ visit.

- **Community Relations**

- Continue to update community contact data for civic and professional organizations.
- Continue active involvement in Huntsville Leadership alumni.

- **S&MS Direct Support**

- Working with Marshall Protocol and PAO on the James Webb Space Telescope Cryo Test #6 media and VIP events to recognize the arrival on April 11 of six gold-coated mirrors. Media event scheduled for April 14 and VIP event/tours for April 15. VIP’s include Robert Lightfoot, Goddard center director Rob Strain, several senior JWST managers from Goddard, and senior executives from Ball Aerospace.
- Arranging three executive engagements for Dr. Jim Green, SMD/PSD division director, for Marshall/Huntsville visit April 20-21. Working with Dan Woodard (HQ/SMD/PSD) on schedules and presentation messaging. Engagements include chamber program for industry and influencers, Marshall employee program, and Joint Distinguished Lecture with Dr. Mike Brown.

- **Planetary Science Division (PSD) Direct Support**

- At request of HQ/PSD division director, waiting for feedback on draft Q&As before continuing to work on Q&A section of solarsystem@nasa.gov website.
- Begin process for publishing planetary science book.

- **NNM08AA13T – Lunar Quest (Formerly LPRP)**
  - Continue developing series of Lunar Quest and Discovery/New Frontiers posters to be displayed at NSSTC; five of 21 posters complete.
  - At request of Lunar Quest Program Office, suite of presentations for variety of audiences scheduled to be complete May.
  - Working with Lunar Quest Program Office to develop annual report; report was tabled for a couple of months and is now scheduled for completion end of April.
- **NNM09AA94T – RLLDP (Robotic Lunar Lander Development Program) - Formerly ILN**
  - Staff Robotic Lunar Lander exhibit at National Space Symposium April 11-15 in Colorado Springs.
  - Continue working with PAO to issue news/photo releases based on robotic prototype test schedule.
  - Develop social media outreach products for RLLDP, including Facebook page and internal (possibly external) blog.
- **NNM08AA14T – Engineering (and Space Launch System Program) Communications**
  - Talking points for T. May's luncheon keynote address at NASA Legal Conference May 4 in Huntsville.
  - Briefing for T. May's keynote address at NASA/Army Systems and Software Conference May 11 in Huntsville.
  - Briefings for T. May and G. Lyles for panel discussions at National Space Society's International Space Development Conference May 18 in Huntsville.
- **Space and Exploration Exhibit**
  - Exhibit finalize awaiting customer approval.



## **Outstanding Issues That May Impact Performance, Schedule, or Cost for All PWS Activities**

# Outstanding Issues

- **CS01 Support**
  - Program Management
    - There are no issues impacting performance, schedule, or cost at this time.
- **CS10 Support**
  - Executive Communications
  - Future direction of the center (and of available resources) impacts all communications and ability to create new center overview materials (including tour stops collateral and exhibits).
  - More frequent executive communications may impact scheduling of other work.
  - Data Collection (Comm Corner/Comm Corner SharePoint, etc.)
    - Conversion to Drupal depends on CIO having the platform ready to use.
- **CS30 Support**
  - S&MS Direct
    - Current federal budget issues and center institutional funding priorities continue to be a concern for S&MS communications team.
  - Planetary Science Division (PSD) Direct Support
    - HS/PSD assigned and approved extra hours for Dauna Coulter work over and above once a month journal entry originally contracted for.
  - Constellation Program Direct Support
    - Unsure of availability of funds to continue this support.

# Outstanding Issues

- **CS30 IDIQ Support**
  - NNM08AA13T – Lunar Quest (Formerly LPRP)
    - Lunar Quest is a newly formed program and the messaging and direction of outreach efforts is still being decided.
  - NNM08AA14T – Engineering Communications
    - Engineering communications coordinator detailed to Space Launch System, providing programmatic and technical communications products and services.
    - Engineering tasks being performed by Erin Koshut (Akins Crisp) and Stefanie Justice (Jacobs Engineering, ESTS).

## Section 3. Major Actions and Milestones

# Major Actions

CS10 (Major Actions)	Start Date	End Date
Marshall website structure	2/15/11	5/30/11
Robin Henderson's "Connecting with Women" roadshows	3/11	8/11
CS20 (Major Actions)	Start Date	End Date
Commemorative 50 <sup>th</sup> anniversary book	6/14/10	8/30/11
Center overview for youth project rollout campaign	3/31/11	5/1/11
Tour stops collateral and exhibits	2/15/11	8/1/11
Launch of space shuttle Endeavour on STS-134 mission (NET 4/19/2011)	2/11	5/11
Launch of space shuttle Atlantis on STS-135 mission (NET 6/28/2011)	5/11	7/11
Update USSRC Visitor Center	2/11	6/11
National Space Symposium	4/11	4/11
SLI Rocket Fair and Launch event	4/11	4/11
Significant new "humanitarian" section for Space Station Research website	4/11	9/11
2011 Great Moonbuggy Race (April 2011)	10/10	4/11
2010-2011 NASA Student Launch Projects rocketry challenge (April 2011)	10/10	5/11
Focus on Marshall – April	3/11	4/11
Focus on Marshall - May	3/11	5/11
Focus on Marshall - June	4/11	6/11
<i>To the Point</i> – April	2/11	4/11
<i>To the Point</i> – June	4/11	6/11
CS30 (Major Actions)	Start Date	End Date
NASA Legal Conference (SLS talking points for Todd May)	3/31/11	5/4/11
NASA/Army Systems and Software Conference (SLS briefing for Todd May)	4/11/11	5/11/11
National Space Society International Space Development Conference (SLS briefings for Todd May and Garry Lyles)	4/15/11	5/18/11

## ***Section 4. Technical Evaluation***



## CS01 Support

- **Contract Management**

- Schafer continued to take advantage of various sales and early discount deadlines when procuring goods and services.
- Schafer worked with alternate COTR to better support the work order system and financial reporting areas.

- **Property Management**

- Updated Property Management Plan to address all areas of property control procedures; outlined training procedures to ensure that team members know and comply with all property requirements.

- **Occupational Safety and Health**

- No lost time injuries.
- No recordable injuries.
- Completed 100 percent required safety visits.
- Completed 100 percent required safety briefings.

## CS10 Support

- **Data Collection (Comm Corner/Comm Corner SharePoint, etc.)**

- Using Drupal instead of current maintenance system will save OSAC several thousand dollars each year in fees to the CIO.
- Access to newest versions of SharePoint would greatly increase productivity and decrease time used for SharePoint support.

- **Marshall Center Development**

- Center *Strategic Development News* continues to receive praise from Dennis Boccippio.

## CS20 Support

- **Exhibits**

- Researched and delivered presentation to the Office of External Relations regarding exhibit support; provided documentation of hours and explanation of costs so office can make informed decisions about use of exhibits budget.

- **Model Making**

- Completed and delivered four 1:72 scale external tank with transport models.

- **ESMD Outreach**

- Suggested repurposing existing hardware to develop Exploration Experience five-screen exhibit, saving ESMD close to \$70,000.

- **HQ OCP Outreach**

- Developed exhibits metrics questionnaire and circulated to NASA exhibit managers to develop guidelines for consistent metrics reporting process.

## CS30 Support

- **Event Coordination**

- Cost-saving logistical upgrade – permanent HD screens/projectors mounted in Bldg. 4316 should reduce cost for set-up/tear-down time.

## **CS30 Support (cont.)**

- Logistics Support and Guest Operations
  - Supported government and community activities, including USSRC Space Exploration tribute event with Robert Lightfoot speaker; CFC appreciation luncheon with Robert Lightfoot speaker; Huntsville Chamber of Commerce Washington Update breakfast with Senator Richard Shelby, Robert Lightfoot guest; South Baldwin Chamber of Commerce luncheon with Robert Lightfoot and astronaut Jim Halsell speakers; USSRC Apollo 13 Voyage to the Moon event with Gene Goldman and Mrs. Goldman guests; National Space Club Huntsville Chapter Leadership luncheon with Robert Lightfoot speaker.
- Community Relations
  - Coordinated 33 speaking engagements (to civic and professional groups and associations, students, NASA employees, and the general public), given by 31 Marshall volunteers.
  - Responded to 28 community and industry invitations for center director and deputy director.
- S&MS Direct Support
  - Continue to provide Lunar Quest Education/Public Outreach customer with high-level service.
- Constellation Program Direct Support
  - Continued support to Bob Armstrong in Constellation technologies activity, including numerous meetings and teleconferences, creation of presentation to be given to Dale Thomas, and review of several short documents.
  - Wrote two items for Ares Weekly Summary; one was submitted and other is being held for a future issue.

## **CS30 IDIQ Support**

- NNM08AA14T – Engineering Communication
  - Engineering communications coordinator received NASA Group Achievement Award for Faces of Marshall information campaign.
  - Reached approximately 6,670 stakeholders (5,210 internal and 1,460 external).
- NNM08AA13T - Lunar Quest - Formerly LPRP
  - Continue to provide Lunar Quest Education/Public Outreach customer with high-level service.
- NNM08AA14T - Engineering Communications
  - Delivered communications with potential stakeholder reach of more than 16,760 (internal 14,770, external 1,990).

## ***Section 5. Quarterly Financial Data***

## Quarterly Financial Information

- Quarterly financial information for Data Requirements Description (DRD) 1130MA-003, Quarterly Technical Progress Report is located in backup data provided with Data Requirements Description (DRD) 1140MA-002, Financial Management Report (533Q) dated March 15, 2011.